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From

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Gmmco: Pioneering Excellence in India's Infrastructure Journey

- Chandrashekar V, Managing Director and CEO, Gmmco

In India's dynamic industrial landscape, Gmmco Ltd. stands as a testament to innovation and a comprehensive solutions provider across the construction, resources, and energy transportation industries. As a powerhouse of the CK Birla Group with a legacy spanning over five decades, Gmmco has evolved from a traditional equipment supplier to a full-spectrum solutions provider, prioritising technology, innovation, and sustainability. The company's distinctive approach includes rental solutions, used equipment options, financing support, rebuilt options, and tailored product support solutions, setting new benchmarks in customer service.

Under the visionary leadership of Chandrashekar V, Managing Director and CEO, Gmmco has transformed into an organisation that approaches large-scale projects and retail with a zeal to support customers in enhancing performance. Chandrashekar elaborates on Gmmco's evolution, its integral role in India's infrastructure expansion, and its forward-looking strategies.



How has the market for heavy equipment evolved for Gmmco?

The market is witnessing a significant transformation, with projects becoming increasingly larger in scale. Timeline and quality expectations are becoming more stringent, driving the need for equipment that combines reliability with superior performance. Our focus has shifted toward providing comprehensive solutions to meet evolving customer needs. We use connected assets and tools like Scheduled Oil Sampling and

digitised inspections to enhance equipment availability and optimise costs. We have established GTS to assist customers with exploration and geology, advisory services, Detailed Project Reports (DPRs), mine planning and surveying, production planning, design and engineering for material handling and processing, ESG, and various other mining technical services.

What role does Gmmco play in India's infrastructure boom?

With India's ambitious



Our commitment to excellence and innovation drives our success.



infrastructure development plans, including the expansion of national highways and irrigation projects, we are positioned as a complete solutions provider. Our extensive network of offices, warehouses, highly trained engineers, and workshops with rebuild capabilities gives us a unique advantage to better serve our customers. We offer flexible options, including rentals, buybacks, trade-ins, and on-site support, enabling customers to optimise their equipment performance.

How does Gmmco address the skilled manpower challenge?

Our approach to talent management is holistic. We focus on attracting, retaining, and nurturing talent while ensuring they stay current with evolving technologies. We provide global exposure to best international practices and implement comprehensive training programs at our world-class training centers. This strategy enables us to



As an industry leader, Gmmco continues to focus on sustainable practices, technological advancement, and customer-centric solutions.

have highest class leadership and a workforce that is well-equipped to handle technologically advanced equipment.

How does Gmmco leverage technology in its solutions?

We have embraced digital initiatives that enhance performance and benefit our customers. Digital will be the driver

of our business. Today, over 70 per cent of our customers are connected online, with 45 per cent of our parts transactions occurring digitally. Our solutions include real-time equipment monitoring, digital inspection tools, and other GPS enabled services.

How do you ensure superior after-sales service in remote locations?

Our approach to remote project sites is comprehensive. We maintain manpower at these locations and strategically stock parts to ensure maximum uptime. Our trained engineers recommend an optimally sized equipment fleet that is connected and supported digitally to ensure availability and maximise utilisation. Looking forward, Gmmco continues to strengthen its position as an industry leader, focusing on sustainable practices, technological advancement, and customer-centric solutions. The company's commitment to excellence and innovation drives its success in India's evolving infrastructure landscape.



Gmmco offers flexible options, including rentals, buybacks, trade-ins, and on-site support, enabling customers to optimise their equipment performance.